News Releases
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Newfoundland Labrador

Tourism, Culture and Recreation
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Newfoundland and Labrador Opens Giant Window to Fresh Air in Toronto

A giant work of art has been unfolding above the Gardiner Expressway in Toronto over the last three weeks as part of Newfoundland and Labrador's Fresh Air campaign which tempts travellers to visit the province.

Today, the completed three-dimensional (3-D), window superboard, featuring actual curtains blowing from a Newfoundland and Labrador fresh sea breeze, officially opens.

Defying standard advertising methods, the stunning Newfoundland and Labrador scenery seen through 'the window' was hand-painted by an artist hanging 60 feet above the busy highway.

The campaign conveys the experience of visiting the province by displaying some of Newfoundland and Labrador's iconic qualities. The open window represents an escape to a place that's different; free from smog and stifling temperatures – a place filled with fresh air, natural beauty and creativity.

"Newfoundland and Labrador is an ideal location for a change of scenery," said the Honourable Clyde Jackman, Minister of Tourism, Culture and Recreation. "As a department we are excited about this new addition to our campaign. It's something we've never done before, and it's a really original idea and execution within the Toronto advertising market. The best way to communicate a message to people is to show them, rather than simply tell them. That's what this superboard is all about."

In addition to the Toronto superboard, the Fresh Air campaign also includes a giant 3-D clothesline superboard in Ottawa; humorous sponsorships of daily air quality and weather reports on local radio stations in Ottawa and Toronto ("today's air quality advisory is brought to you by Newfoundland and Labrador – where there is no smog"); contest promotions; and, various other advertising and marketing elements.

The superboard can be viewed until mid-August by drivers travelling along the Gardiner Expressway, east of Hanna Avenue, opposite the Canadian National Exhibition grounds.

Budget 2008 provided an additional $1 million for tourism marketing, effectively doubling the budget from $6 million to $12 million since 2004.

To see how the billboard was painted, please visit:
http://www.newfoundlandlabrador.com/About/BreathingRoom/FreshAir.aspx

- 30 -

Photo #1: The Newfoundland and Labrador Tourism superboard, located above the Gardiner Expressway in Toronto, was hand-painted by artist Cam Mahy. It features a view of traditional quilts on a clothesline from a window which is complete with real curtains.

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